

## Message Text

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51

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 221346Z AUG 74

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 4555

UNCLAS BONN 13281

USDOC

E.O. 11652:N/A

TAGS: BFOL, GW

SUBJECT: ADS REQUEST - THE STRIDE RITE CORP., BOSTON, MASS.-

FOLLOW-UP

REF: BONN 14073 OF SEPTEMBER 28,1973

EMBASSY HAS RECEIVED LETTER FROM ARNOLD HIATT, STRIDE RITE PRESIDENT, WHICH INDICATES HE NEVER RECEIVED REFTEL ADS RESULTS. FOLLOW-UP WITH REFTEL FIRMS INDICATES THEY WERE NEVER CONTACTED BY STRIDE RITE. THESE FIRMS STILL INTERESTED AND REPLIED AS FOLLOWS:

1. HERR LOHSE OF NORD-WEST-RING EGMBH, 6000 FRANKFURT/MAIN, SCHAU-MAINKAI 69, HAS NEVER BEEN CONTACTED BY STRIDE RITE. HE IS STILL BASICALLY INTERESTED IN THE LINE, PROVIDED PRICES AND QUALITY MEET MARKET EXPECTATIONS. NORD-WEST-RING IS A LARGE BUYING COOPERATIVE FOR RETAIL SPECIALTY STORES. THE FOLLOWING COMMISSION AGENT WOULD ALSO BE INTERESTED IN RECEIVING PRICES, PRODUCT DESCRIPTIONS, BROCHURES AND POSSIBLY SAMPLES IN ORDER TO ACCESS MARKET POTENTIAL:

OSKAR REHWALD, 6000 FRANKFURT/MAIN, RUDOLF-HILFERDING-STR. 31.

2. HERR BECKER OF THE FIRM, WORTMANN KG, SCHUH-IMPORT, 4930 DETMOLD, KLINGENBERGSTRASSE, POSTFACH 930, STATED THAT HE STILL INTERESTED IN TAKING OVER A REPRESENTATION FOR STRIDE RITE. HE WROTE TO THE US FIRM IN THE FALL OF 1973, ASKED FOR SAMPLES AND PRICE LISTS FOR THE PRODUCTS INVOLVED AND PROMISED TO DECIDE IMMEDIATELY AFTER HAVING REVIEWED THE MATERIAL, WHETHER OR NOT HE WAS STILL INTERESTED IN THE PROJECT. HOWEVER, HERR BECKER HAS NOT RECEIVED ANY MATERIAL FROM THE US FIRM, NO SAMPLES, NO PHTN NO PRICE LISTS.

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3. AMCONSUL STUTTGART STATED THAT DUE TO THE PRESENT MARKET

SITUATION IN THE SHOE INDUSTRY IT WAS NOT POSSIBLE TO FIND  
ANOTHER COMPANY INTERESTED IN STRIDE RITE'S PROPOSAL.  
4. BELIEVE SITUATION WITH STRIDE RITE NEEDS URGENT CLARIFICATION.  
CASH

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 22 AUG 1974  
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**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974BONN13281  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740232-0173  
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**Original Previous Classification:** n/a  
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